



Linda L. Forrey

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September 4, 1997

Subject: Eckerd Drug Stores (0103-xx-xx) - DISPLAY PROGRAM DETAILS

COORDINATORS: 1210, 1310, 1610, 1710, 1810, 2110, 2210, 2310, 2610, 2910, 5810, 6610, 6910

KAM Dave Keeney	KAM June Sweeney	AM Cindy Seltzer	KAM Kevin Barney
KAM Mike Sturm	KAM E. N. Maki	AM Steve Smith	AM Tom Thomasson
AM Scott Payne	AM D. Brendel	AM Scott Schroer	AM Sharon Schwalm
AM Mario Robleto	KAM Jim Morris	KAM Jeff Rumberger	
AM Mike Bothe	AM Chuck Cundari	AM Jim Herhold	

We have worked through the issues involving the Eckerd Drugs special DPC Program. Eckerd's Warehouses will not be able to handle packing displays until at least the First Quarter, 1998. The following is the revised 1997 program.

- Outside suppliers will ship directly to the stores, based on the promotional calendar (attached). Eckerd's will provide me with a signed authorization, to be signed by Cigarette Category Manager, Gary Jones authorizing the outside suppliers to ship the promotion. I will provide each of you the authorization next week.
- Gary Jones of Eckerd's has made an agreement with the Direct Accounts for packing displays and shipping packed displays to Eckerd's Warehouses for shipping to retail stores. Note: Each RJR Manager is to advise the Direct Accounts that ship to the Eckerd's Warehouses that these shipments are to be recorded in Data transmissions as "trans shipments" and reported as being sold to the appropriate Eckerd's Direct Account # (see below listing). They are not to be reported as retail sales.

Eckerd's Warehouses	Eckerd's Account #	Outside Supplier
Eckerd's - Orlando, Fla	754615	H. T. Hackney, Tampa
Eckerd's - Shenandoah, Ga	754612	H. T. Hackney, Canton
Eckerd's - Conroe, Tx	754617	G.S.C., Houston
Eckerd's - Pittsburgh, Pa	641880	L. J. Zucca
Eckerd's - Liverpool, NY	492773	Herkimer

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- I will coordinate the # of tear tape / removable vpr product to be shipped to each Direct Account. I will communicate with Patty Hill, S. Fla. Promotional Coordinator as to specific needs per all Direct Accounts. She in turn will communicate with appropriate Promotional Coordinators in other ROU's.

The S. Florida ROU will transfer product allocation and display allocations per promotion to respective ROU's.

- Each ROU with Direct Accounts will push the product down to the Direct Account, request appropriate P.O.'s from Direct Accounts, order product and displays to Direct Accounts based on promotion time table. Please provide at least a two-week lead time for Direct Accounts that will be packing and shipping displays to the Eckerd's Warehouses. Please order by Program # and specify "Off Invoice" for the Winston and Doral Promotions
- Each RJR Manager will handle VAP Payments at each Direct Account. The VAP payment will be \$18 per 12M cases (this is consistent with the payments we do for McLane Divisions that handle DPC programs with Sam's Clubs).
- All display payments will be handled by Linda Forrey with Eckerd's Corporate.
- The discounts for the Salem tear tape (\$12.00 per 40 pack) will be handled by Linda Forrey. Managers should advise each Direct Account to bill the product to either retail stores or Eckerd's Warehouses at regular price.
- Winston and Doral product will be shipped to each Direct Account as "off invoice." Managers should advise each Direct Account to bill the product with a \$3.00 off a carton off invoice allowance for both the retail stores and product sold to Eckerd's Warehouses.
- Photo Copies of the Displays with brand specifics was sent in the separate letter regarding Eckerd's.
- Listed below are the Direct Accounts involved in the program. Display quantities will be the same for each promotion unless there is a major shift in business (new stores / closings). Due to having to ship full cases (6M's), it was necessary to either round up or down for the displays to equal number of cases shipped. (for stores serviced by the Direct Account, where necessary, please ship two displays per store so that there isn't any remainder of each promotion). As stated previously, the number of cases per brand style and promotion will be communicated to each ROU by S. Fla. Promotional Coordinator, Patty Hill.

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Supplier	Acct #	# Displays	Displays to Eckerd's Whses	Displays for other locations*
Hackney, Canton	746970	600	564	36
Hackney - Tampa	746974	600	600	
L. J. Zucca	722770	540	497	43
Herkimer	278580	270	266	4
GSC, Houston Tx	583197	480	480	
Hackney, Pensacola	746972	30		
Modern Dist.	577953	30		
Ohio Valley	475440	0		
Atlantic Dominion	476400	120		
Imperial Trading	288347	120		
GSC Enterpris, Jeff Cty	571236	30		
GSC, Oklahoma City	249603	30		
*Other locations - accounts also serviced by Direct Account				

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PROMOTIONAL CALENDAR

PROMOTION	DELIVER DISPLAYS/ PRODUCT TO DIRECT ACCOUNT S	SHIP TO ECKERD'S WAREHOUSES	SHIP TO RETAIL (WEEK OF)
WINSTON 40 PACK	9/15/97	9/25/97	9/29/97
DORAL 40 PACK	9/15/97	9/25/97	9/29/97
SALEM 40 PACK	9/29/97	10/9/97	10/13/97
WINSTON 40 PACK	10/13/97	10/23/97	10/27/97
SALEM 40 PACK	10/13/97	10/23/97	10/27/97
DORAL 40 PACK	11/10/97	11/20/97	11/24/97

As you will note, the above promotional calendar is an aggressive time table due to the fact that there were delays on Eckerd's part to coordinate an alternative program to the original one. We had already produced special product so that is the reason why in some instances, we are shipping two promotions in the same week, as well as to work around competitive promotion dates.

Please contact me if there are any questions regarding these programs. Thank you for your help in making this program work.

Sincerely,

Linda

Linda L. Forrey

cc: Region Managers

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Promotional Coordinators

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